

**AMENDMENTS TO THE CLAIMS:**

Please amend Claims 1, 9, and 10, cancel Claims 11-39 without prejudice, and add Claims 40-56 as follows:

1. (Currently amended) A reflector extension comprising:
  - a reflector extension body having a first open end and a second open end and at least one cooling vent, ~~said reflector body formed to receive light from a light source in a reflector~~, said first open end formed to receive light from a said reflector, said second open end arranged to allow said light from said reflector ~~light source~~ to pass through; and
  - a transparent plate, said transparent plate positioned to cover said second open end of said reflector extension.
2. (Original) The reflector extension of Claim 1, said reflector extension body comprising a tapered extension body.
3. (Original) The reflector extension of Claim 2, said taper being a straight taper.
4. (Original) The reflector extension of Claim 2, said taper being a curved taper.
5. (Original) The reflector extension of Claim 1, said reflector extension body having a reflective inner surface.
6. (Original) The reflector extension of Claim 1, said reflector extension comprising a plastic reflector extension body.
7. (Original) The lamp assembly of Claim 1, said reflector extension comprising a metal reflector extension body.
8. (Original) The reflector extension of Claim 1, further comprising:
  - at least two cooling vents formed in said reflector extension body.
9. (Currently amended) The reflector extension of Claim 1, said reflector extension further comprising:
  - an electrical connection between an exterior surface of said reflector extension and a light source ~~said are lamp~~.
10. (Currently Amended) The reflector extension of Claim 1, further comprising:
  - at least ~~two~~ one alignment surfaces to position said reflector extension within a

display systems.

11-39. (Canceled)

40. (New) The reflector extension of Claim 1, said reflector extension body formed to receive said reflector.
41. (New) The reflector extension of Claim 1, said reflector extension body formed to locate said reflector.
42. (New) The reflector extension of Claim 1, said reflector extension body formed to align said reflector.
43. (New) A reflector extension comprising:  
a reflector extension body having a first open end and a second open end, said first open end formed to receive light from a reflector, said second open end arranged to allow said light from said light source to pass through, said reflector extension body having at least one alignment surface to position said reflector extension within a display system; and  
a transparent plate, said transparent plate positioned to cover said second open end of said reflector extension.
44. (New) The reflector extension of Claim 43, said reflector extension body comprising a tapered extension body.
45. (New) The reflector extension of Claim 44, said taper being a straight taper.
46. (New) The reflector extension of Claim 44, said taper being a curved taper.
47. (New) The reflector extension of Claim 43, said reflector extension body having a reflective inner surface.
48. (New) The reflector extension of Claim 43, said reflector extension comprising a plastic reflector extension body.
49. (New) The lamp assembly of Claim 43, said reflector extension comprising a metal reflector extension body.
50. (New) The reflector extension of Claim 43, further comprising:  
at least one cooling vent formed in said reflector extension body.
51. (New) The reflector extension of Claim 43, further comprising:

at least two cooling vents formed in said reflector extension body.

52. (New) The reflector extension of Claim 43, said reflector extension further comprising:  
an electrical connection between an exterior surface of said reflector extension  
and a light source.
53. (New) The reflector extension of Claim 43, further comprising:  
at least two alignment surfaces to position said reflector extension within a  
display system.
54. (New) The reflector extension of Claim 1, said reflector extension body formed to receive  
said reflector.
55. (New) The reflector extension of Claim 1, said reflector extension body formed to locate  
said reflector.
56. (New) The reflector extension of Claim 1, said reflector extension body formed to align  
said reflector.